

INNOVEER SOLUTIONS

Customer Success Story — Sales Force Effectiveness

COMPANY OVERVIEW

Akamai is the leading provider of secure, outsourced e-business infrastructure services and software. These services and software enable companies to reduce the complexity and cost of deploying and operating a uniform Web infrastructure, while ensuring unmatched performance, reliability, scalability, and manageability. Akamai's services and world-class customer care give businesses a distinct competitive advantage and provide an unparalleled Internet experience for their customers. Akamai's intelligent edge platform for content, streaming media, and application delivery comprises more than 13,000 servers in more than 1,000 networks in 63 countries.

THE CHALLENGE

Akamai recognized the need for an end-to-end customer care solution that would seamlessly unite Akamai's customers and partners into a single information system to increase customer interaction effectiveness. Just three weeks away from launching its first ad campaign, Akamai needed a system

that could be up-and-running quickly and would achieve the company's most critical priorities first. Those priorities included improving lead tracking, sales forecasting, and campaign effectiveness. The solution also needed to be scalable and able to provide support for future sales, marketing, and customer care. Akamai selected a leading CRM platform and InnoVeer Solutions as its consulting partner — based on the company's unmatched commitment to customer relationship management.

THE SOLUTION

InnoVeer deployed its CRM application in a series of phased rollouts that have steadily added up to a comprehensive CRM solution for all sales, marketing, and customer service personnel. InnoVeer prioritized Akamai's CRM goals and then aggressively delivered functionality in manageable pieces to meet Akamai's tight deadlines. With this approach, Akamai was able to realize measurable benefits from its CRM investment quickly, while building toward a larger CRM vision that included all customer touch points.

Akamai (NASDAQ: AKAM) delivers the world's most popular Web content, streaming media, and applications to ensure performance and reliability for its dot com customers.

INDUSTRY:

- Technology: Internet Software Services

GEOGRAPHIES:

- North America
- Europe

PROJECT SUMMARY:

- Three-week launch of sales force automation application for tracking leads, managing existing customer and partner relationships, and generating opportunity forecasts
- Integration of Service and Call Center applications provide multiple touch points for customer interaction, including 24x7 customer service support
- More than 400 users companywide; integrated sales and customer service support for seamless interaction with customers and partners
- Flexible, Web-based architecture supports connected, mobile, and Web-based clients

OUTCOMES:

- Increased sales volume: contributed to acquisition of more than 1,000 Web property clients
- Decreased cost of sales and service
- Decreased response time to customer inquiries
- Enhanced customer experience and improved customer retention
- Enhanced brand awareness: recognition from Help Desk Institute for superior customer service



Starting with a three-week sales force automation deployment, Innoveer was able to meet Akamai's deadline in creating a lead-tracking management system. The solution enables the sales department to track leads; generate opportunity forecasts for upper management; and prospect, profile, and manage existing customer, partner, and reseller relationships.

Next, Innoveer implemented its Service Call Center application to give customers the ability to contact Akamai through any touch point, and give Akamai agents the ability to handle all customer problems and requests quickly and efficiently. Customer problems and requests for added and enhanced service are ticketed within the CRM application and routed to the appropriate Akamai representative. One of the key advantages to Innoveer's implementation is the flexible, Web-based architecture. The solution supports different client platforms used by Akamai personnel, including Windows and Linux workstations, and thick and thin clients.

“With our CRM implementation, speed was of the essence. This is an environment that demands that our systems keep pace with our rapidly expanding business. We chose to work with Innoveer both because of its ability to meet our time commitments and its expertise in designing, implementing, and supporting every facet of the CRM application. Innoveer took ownership in supporting our business needs and got our solution off the ground in record time.”

*Irwin Weiss, Chief Information Officer
Akamai Technologies*

OUTCOMES

With Innoveer Solutions' help, Akamai created a consolidated system for sales force automation, customer tracking, and customer service. Sales, marketing, and customer service personnel now have access to a single, updated source of prospect, customer, and partner information that they can leverage at multiple touch points. Akamai's integrated, multichannel eBusiness solution further differentiates itself from competitors with its quick and effective response to customer and partner needs.

Innoveer Solutions has helped Akamai grow its business rapidly, including the acquisition of more than 1,000 new Web property customers. CRM is at the heart of Akamai's IT infrastructure, applications, business process and — as a result — its culture. Akamai's CRM efforts have also earned them recognition from The Help Desk Institute for excellence in customer service.

